

WHAT IS CLAIMED IS:

- 1) A method of generating sales over the Internet comprising:
  - a) Signing up one or more sales agent users for access to a server application executed on a web server, the web server being connected to the Internet;
  - b) Customizing and publishing a web site promoting goods or services using the server application, based on application of a plurality of web design selection tools to a plurality of web templates provided by the server application, whereby the web site includes a public area and an administration area;
  - c) Collecting contact data for customers and potential customers via the web site, whereby the contact data is stored to a database linked to the server application, and whereby the server application enables the one or more sales agent users to control access to their contact data; and
  - d) Creating customized sales tools by means of a sales tool facility provided by the server application, whereby the sales tools are customizable to promote sales based on a plurality of sales tool templates provided by the sales tool facility; and
  - e) Communicating the sales tools to one or more selected customers or potential customers via the server application.
- 2) The method of claim 1, further comprising the step of sending customized sales communications via the administration area, by operation of the sales tool facility, whereby the customized communications are based on a plurality of customizable communication templates provided by the server application, and customized by the one or more sales agent users.
- 3) The method of claim 1, further comprising the step of the one or more sales agent users initiating the creation of a client service report by operation of the sales tool facility, whereby the client service report lists a plurality of sales activities undertaken by one or more of the sales agent

users in relation to one or more customers or potential customers selected by the one or more sales agent users.

- 5     4) The method claimed in claim 1, whereby the web templates and communication templates are updated by the operator of the web server to incorporate best practices for appealing to the target audience of the sales agent users' sales activities.
- 10    5) The method claimed in claim 1, whereby the server application enables the one or more sales agent users to design web sites dynamically by selecting in the administration area a plurality of design features corresponding to a particular web site design, and then previewing the web site design by means of a preview feature accessible via the admin  
15    area.
- 20    6) The method claimed in claim 1, whereby the server application and the database enable the one or more sales agent users to create a customer or potential customer list.
- 25    7) The method as claimed in claim 6, whereby the one or more sales agent users build the customer list by entering data into a form provided by the server application.
- 30    8) The method as claimed in claim 2, whereby the one or more sales agent users enter calendar information to a calendar facility provided by the server application, such that customized sales communications are delivered by the web server based on the calendar information.
- 30    9) The method as claimed in claim 8, whereby the sales tool facility and calendar facility cooperate to provide the client service report that lists the

activities of one or more of the sales agent users by reference to the calendar data entered to the calendar facility.

- 5 10) The method as claimed in claim 1, comprising the further step of the one or more sales agent users offering incentives to customers and potential customers to provide their contact data to the customized web site by operation of the customized web site.
- 10 11) The method as claimed in claim 2, further comprising the step of the one or more sales agent users sending customized e-cards using the e-card facility included in the sales tool facility, whereby the e-card facility enables the one or more sales agent users to select between a plurality of e-card templates designed to appeal to the target audience of the one or more sales agent users' sales activities.
- 15 12) The method as claimed in claim 1, further comprising the step of promoting the customized web site on the Internet by initiating the server application to establish search engine positioning of the customized web site.
- 20 13) An Internet sales generation system comprising:
- a) A server computer, linked to the Internet, and being further linked to a server application executable on the server computer, the server computer being linked to a database, the server application including:
    - 25 i) An administration facility that enables the operator of the server computer to manage access to the server application by a plurality of sales agent users;
    - ii) A web publication facility that enables the plurality of sales agent users to customize and publish a customized web site promoting goods or services based on application of a plurality of web design selection tools to a plurality of web templates, the customized web
- 30 site enabling the collection of contact data of customers and potential customers;

- iii) A database management facility linked to the database, the database management facility enabling the management of the contact data on the database, wherein the database management facility enables the plurality of sales agent users to restrict access to their contact data to only other users selected by each of the plurality of sales agent users;
  - iv) A sales tool facility that enables the plurality of sales agent users to create customized sales tools, wherein the sales tools are customizable to promote sales based on a plurality of sales tool templates provided by the sales tool facility; and
  - v) A communication facility, including an email facility, that enables the plurality of sales agent users to send email communications to third parties including the customers and potential customers, wherein the email communications include customized sales tools.
- 14) The system claimed in claim 13, wherein the sales tool facility and email facility cooperate to enable the plurality of sales agent users to send customized sales communications whereby customized communications are based on a plurality of customizable communication templates provided by the sales tool facility.
- 15) The system as claimed in claim 13, wherein the sales tool facility enables the plurality of sales agent users to create a client service report that lists a plurality of sales activities undertaken by one or more of the plurality of sales agent users in relation to one or more customers or potential customers selected by the one or more of the plurality of sales agent users.
- 16) The system as claimed in claim 13, wherein the web templates and communication templates are updated by the operator of the server computer to incorporate best practices for appealing to the target audience of the plurality of sales agent users' sales activities.

17)The system as claimed in claim 13, wherein the web publication facility enables the plurality of sales agent users to design web sites dynamically by selecting a plurality of design features corresponding to a particular web site design, and then previewing the web site design by means of a preview feature provided by the web publication facility.

18)The system as claimed in claim 13, wherein the database management utility enables the plurality of sales agent users to create a customer list.

19)The system as claimed in claim 18, wherein the plurality of sales agent users build the customer list by entering data into a form provided by the server application.

20)The system as claimed in claim 13, wherein the server application further includes a calendar facility that enables the plurality of sales agent users to add calendar data, and the calendar facility, sales tool facility and email facility cooperate such that customized sales communications are delivered by the server computer based on the calendar information.

21)The system claimed in claim 20, wherein the sales tool facility and calendar facility cooperate to provide the client service report that lists the activities of one or more of the plurality of sales agent users by reference to the calendar data entered to the calendar facility.

22)The system as claimed in claim 13, wherein the sales tool facility and email facility enable the plurality of sales agent users to send customized e-cards based on an e-card facility included in the sales tool facility, whereby the e-card facility enables the plurality of sales agent users to select between a plurality of e-card templates designed to appeal to the target audience of the plurality of sales agent users' sales activities.

23)The system as claimed in claim 13, wherein the web publication facility enables promotion of the customized web site on the Internet by initiating establishing search engine positioning into the programming of the customized web site.

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24)The system claimed in claim 13, wherein the database management facility enables one or more of the plurality of sales agent users to share their contact data with one or more other selected sales agent users.

10 25)The system claimed in claim 13, wherein the administration facility enables an administrative user to define the parameters of a network of linked customized web pages corresponding to one or more associated sales agent users, and to define the parameters whereby contact data is shared between the one or more associated sales agent users.

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26)A computer program product, executable on a server computer, wherein the computer program product is adapted to instruct the server computer to process operations providing:

- 20 a) An administration facility that enables the operator of the server computer to manage access to the server application by a plurality of sales agent users;
- b) A web publication facility that enables the plurality of sales agent users to customize and publish a customized web site promoting goods or services based on application of a plurality of web design selection  
25 tools to a plurality of web templates, the customized web site enabling the collection of contact data of customers and potential customers;
- c) A database management facility linked to the database, the database management facility enabling the management of the contact data on the database, wherein the database management facility enables the  
30 plurality of sales agent users to restrict access to their contact data to only other users authorized by the one or more of the plurality of sales agent users;

- d) A sales tool facility that enables the plurality of sales agent users to create customized sales tools, wherein the sales tools are customizable to promote sales based on a plurality of sales tool templates provided by the sales tool facility; and
  - 5 e) A communication facility, including an email facility, that enables the plurality of sales agent users to send email communications to third parties including the customers and potential customers, wherein the email communications include customized sales tools.
- 10 27) A computer program product, executable on a computer, wherein the computer program product is adapted to instruct the computer to process operations related to providing:
- a) A web publication facility that enables one or more sales agent users to customize and publish to an Internet server a customized web site  
15 promoting goods or services based on application of a plurality of web design selection tools to a plurality of web templates, the customized web site enabling the collection of contact data of customers and potential customers;
  - b) A database management facility linked to a remote database, the  
20 database management facility enabling the management of the contact data on the database, wherein the database management facility enables the one or more sales agent users to restrict access to their contact data to only other users authorized by the one or more sales agent users;
  - 25 c) A sales tool facility that enables the one or more sales agent users to create customized sales tools, wherein the sales tools are customizable to promote sales based on a plurality of sales tool templates provided by the sales tool facility; and
- 30 A communication facility linked to the Internet server and including an email facility, that enables the one or more sales agent users to send email communications to third parties including the customers and potential customers, wherein the email